RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

August 12, 1997

RJR Account #761406
Mr. J. Beltrami
KLEIN CANDY

SALEM TEAR TAPE PROMOTION #701497: SEPTEMBER AND OCTOBER 1997

Dear John:

SALEM .30¢ tear tape product has been ordered, as well as **85** SKUs of 40-Pack Displays (Item #530123 @ 1/SKU) to pack and ship the above promotion to your participating retail accounts as identified on the attached Customer List. This Promotion will be delivered in two separate drive periods; September and October. Utilize the same Customer List for each drive period. New Displays will not be shipped with the October drive period (see enclosed Retailer Letter).

Display Detail / Item #530123

SKU CUBE:	**0.4890**
SKU WT (w/o Product):	**1.4480 lbs**
Retail Sales Offers per Sku:	**40 units**
Billing per Sku:	**4 Full Price Cartons**

R. J. Reynolds' sales personnel will issue .30¢/pack payment to retailers at store level. RJR will reimburse you $14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$322.00 (23 (12M) case(s) @ $14.00).** Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

THE ATTACHED CUSTOMER LIST SHOULD BE RETAINED AND UTILIZED FOR OCTOBER DISTRIBUTION OF SALEM .30¢ PROMOTIONAL PRODUCT.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: J. McLean
Enc. Retailer Letter
Retail Customer List

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

SALTAPE.DOC

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Source: https://www.industrydocuments.ucsf.edu/docs/sgvp0000

SEPTEMBER DELIVERY
SALEM TEAR TAPE
KLEIN CANDY

September Drive Period 709 / Promotion #701497

PROMOTION DESCRIPTION: *EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.*

DISPLAY LOAD (4 CARTONS):

PACK NUMBER OF CARTONS PER BRAND STYLE AS INDICATED ON CUSTOMER LIST:

- SALEM FULL FLAVOR
- SALEM LIGHT
- SALEM FULL FLAVOR 100
- SALEM LIGHT 100

RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR OCTOBER DRIVE PERIOD (INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER' IN EACH DISPLAY SHIPPED TO RETAIL)

PO # 10187

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-24194	*Full Flavor*	**12**
12300-24196	*Light*	**13**
12300-24195	*Full Flavor 100*	**10**
12300-24197	*Light 100*	**11**

Product / Premium Arrival: **September 2, 1997**

Ship Date to Retail: **Week of: September 8, 1997**

EFT $ Amount: **$16,459.80**

Non-EFT $ Amount: **$N/A**

R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO RETAILERS AT STORE LEVEL.

SEPTEMBER DELIVERY

51844 5479

Source: https://www.industrydocuments.ucsf.edu/docs/sgvp0000

OCTOBER DELIVERY
SALEM TEAR TAPE
KLEIN CANDY

October Drive Period 709 / Promotion #701497

PROMOTION DESCRIPTION: *UTILIZE THE SEPTEMBER CUSTOMER LIST TO SHIP THE APPROPRIATE NUMBER OF SALEM $3.00 OFF / CARTONS PER BRAND STYLE AS INDICATED. RETAILER WILL LOAD PRODUCT INTO THE 4-CARTON DISPLAY WHICH WAS SHIPPED WITH SEPTEMBER DRIVE PERIOD.*

PO # 10188

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-24194	*Full Flavor*	**11**
12300-24196	*Light*	**13**
12300-24195	*Full Flavor 100*	**10**
12300-24197	*Light 100*	**10**

Product Arrival: **October 6, 1997**

(No Displays will be shipped)

Ship Date to Retail: **Week of: October 13, 1997**

EFT $ Amount: **$15,744.15**
Non-EFT $ Amount: **$N/A**

R. J. REYNOLDS' SALES PERSONNEL WILL ISSUE .30¢ / PACK PAYMENT TO RETAILERS AT STORE LEVEL.

OCTOBER DELIVERY

51844 5480

Source: https://www.industrydocuments.ucsf.edu/docs/sgvp0000

Retail Accounts with Vap Supplier for Salem Tear Tape Program (September / October)

SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT FOR SEPTEMBER / OCTOBER DRIVE PERIODS

SR TERR	ACCT	ACCOUNT NAME	ADDRESS	CITY	ST	VAP WHLSR	VAP WHLSR NAME	VAP CORNER	Salem BF King	Salem BF 100	Salem LT King	Salem LT 100
162204	507050	DOCS DELILICIOUS	477 CARBONDALE RD	CLARKS SUMMIT	PA	162800	N.DRESSLER T/A KLEIN	0	2	2	2	2
162204	528629	A&R FOOD SHOP	178 E TIOGA ST	TUNKHANNOCK	PA	162800	N.DRESSLER T/A KLEIN	0	2	2	2	2
162204	567302	GIBSON TRUCK PLAZA	INTERSTATE 81	NEW MILFORD	PA	162800	N.DRESSLER T/A KLEIN	0	1	1	1	1
162204	660694	ANGLE MARKET #2	208 210 COURT STREET	BINGHAMTON	NY	162800	N.DRESSLER T/A KLEIN	0	2	2	2	2
162204	688522	NORTH TOWANDA DELI	RR1	TOWANDA	PA	162800	N.DRESSLER T/A KLEIN	0	7	7	7	7
162204	718874	CHECKERED EXPRESS	RT. 29	SPRINGVILLE	PA	162800	N.DRESSLER T/A KLEIN	973354	1	1	1	1
162204	740878	RUSHBORO GENERAL STO	RR 3 BOX 152A	MESHOPPEN	PA	162800	N.DRESSLER T/A KLEIN	0	2	2	2	2
162204	753153	FORT APACHE	370 CLINTON ST	BINGHAMTON	NY	162800	N.DRESSLER T/A KLEIN	0	1	1	1	1
162208	087695	CONVENIENT FOOD MART	101 MAIN & TENNER	LUZERNE	PA	162800	N.DRESSLER T/A KLEIN	0	3	3	3	3
162208	092103	POP'S IGA	52 MAIN ST	MILLVILLE	PA	162800	N.DRESSLER T/A KLEIN	0	2	2	2	2
162208	183740	REX MARKET INC.	23 W. LIZARD CREEK R	ASHFIELD	PA	162800	N.DRESSLER T/A KLEIN	0	2	2	2	2
162208	185518	JERRYS ECONOMY	RD 1	HUNLOCK CREEK	PA	162800	N.DRESSLER T/A KLEIN	0	4	4	4	4
162208	275885	CONVENIENT FOOD	610 MAIN ST	AVOCA	PA	162800	N.DRESSLER T/A KLEIN	0	3	3	3	3
162208	303797	DOMOCO GAS & OIL CO.	412 S MAIN ST	WILKES BARRE	PA	162800	N.DRESSLER T/A KLEIN	0	3	3	3	3
162208	463743	BENTON TEXACO	10 MAIN STREET	BENTON	PA	162800	N.DRESSLER T/A KLEIN	0	3	3	3	3
162208	487017	FETCHS FOOD STORE	187 WYOMING AVE	WYOMING	PA	162800	N.DRESSLER T/A KLEIN	0	1	1	1	1
162208	516458	PENN CORNER	1603 SANS SOUCI PKY	WILKES BARRE	PA	162800	N.DRESSLER T/A KLEIN	0	4	4	4	4
162208	531356	NEW MART	ROUTE 11	LARKSVILLE	PA	162800	N.DRESSLER T/A KLEIN	0	2	2	2	2
162208	532010	BANAS FOOD MART	BUTLER & N. PENNA.	WILKES BARRE	PA	162800	N.DRESSLER T/A KLEIN	0	2	2	2	2
162208	540861	SMITHS COUNTRY STORE	RR 2 BOX 440A	HARVEYS LAKE	PA	162800	N.DRESSLER T/A KLEIN	0	2	2	2	2
162208	567306	PETERS DELI	498 N MAIN ST	WILKES BARRE	PA	162800	N.DRESSLER T/A KLEIN	0	3	3	3	3
162208	593429	BATH SHELL	7857 BETH BATH PIKE	BATH	PA	162800	N.DRESSLER T/A KLEIN	0	1	1	1	1
162208	597594	CONVENIENT FOOD 3018	625 DELAWARE AVE	PALMERTON	PA	162800	N.DRESSLER T/A KLEIN	0	2	2	2	2
162208	743045	THOMAS' FAMILY MKT	550 WASHINGTON AVE	PLYMOUTH	PA	162800	N.DRESSLER T/A KLEIN	0	1	1	1	1
162208	777165	NEW MARKET	322 CAREY AVE	WILKES BARRE	PA	162800	N.DRESSLER T/A KLEIN	0	2	2	2	2
162209	077283	LINDEN MINI MART	535 LINDEN ST	SCRANTON	PA	162800	N.DRESSLER T/A KLEIN	0	2	2	2	2
162209	184473	TOWN & COUNTRY	125 BROAD ST	STROUDSBURG	PA	162800	N.DRESSLER T/A KLEIN	0	2	2	2	2
162209	185481	ARNOLD'S SUNOCO	RT 739	DINGMANS FERRY	PA	162800	N.DRESSLER T/A KLEIN	0	2	2	2	2
162209	185663	MARKOWITZ BROS.	256 WYOMING AVE	SCRANTON	PA	162800	N.DRESSLER T/A KLEIN	0	4	4	4	4
162209	241485	LAKEVIEW FOOD MART	RR#2 BOX 242	JERMYN	PA	162800	N.DRESSLER T/A KLEIN	0	2	2	2	2
162209	376128	GAP MINI MART	PO BOX 555	DE WATER GAP	PA	162800	N.DRESSLER T/A KLEIN	0	2	2	2	2
162209	415086	QUIK SHOP	559 POCONO BLVD	MOUNT POCONO	PA	162800	N.DRESSLER T/A KLEIN	525	9	9	9	9
162209	503383	QWIK MART, INC.	RT. 590 RR#4 BOX 6	LAKE ARIEL	PA	162800	N.DRESSLER T/A KLEIN	0	6	6	6	6
162209	503590	SPEEDY SHOP	141 WYOMING AVE	SCRANTON	PA	162800	N.DRESSLER T/A KLEIN	0	7	7	7	7
162209	658111	CONVENIENT FOOD MART	601 WASHINGTON AVE	JERMYN	PA	162800	N.DRESSLER T/A KLEIN	0	2	2	2	2
162209	697356	RINALDI PIZZA & SUB	317 S BLAKELY ST	DUNMORE	PA	162800	N.DRESSLER T/A KLEIN	0	2	2	2	2
162209	699173	LAKEVIEW PLAZA	RR 1 BOX 136	DINGMANS FERRY	PA	162800	N.DRESSLER T/A KLEIN	66723	2	2	2	2

Source: https://www.industrydocuments.ucsf.edu/docs/sgvp0000

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SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT FOR SEPTEMBER / OCTOBER DRIVE PERIODS

SR TERR	ACCT	ACCOUNT NAME	ADDRESS	CITY	ST	VAP WHLSR	VAP WHLSR NAME	VAP SUPPLIER	Salem FF King	Salem FF 100	Salem Lt King	Salem Lt 100
162209	744029	C STOP CONVENIENT	5222 MILFORD RD	E STROUDSBURG	PA	162800	N.DRESSLER T/A KLEIN	0	2	2	2	2
162209	748854	PML VARIETY	705 E MARKET ST	SCRANTON	PA	162800	N.DRESSLER T/A KLEIN	0	1	1	1	1
162209	759539	US MINI MARTS	300 MEADOW AVE	SCRANTON	PA	162800	N.DRESSLER T/A KLEIN	0	2	2	2	2
162209	776968	CONVENIENT FOODS	BLVD & OLUPHANT	SCRANTON	PA	162800	N.DRESSLER T/A KLEIN	0	2	2	2	2
162209	961465	CONVENIENT FOOD	300 CEDAR AVE	SCRANTON	PA	162800	N.DRESSLER T/A KLEIN	0	3	3	3	3
162209	964104	CONVENIENT FOOD 3006	MOOSIC & MEADOW AVE.	SCRANTON	PA	162800	N.DRESSLER T/A KLEIN	0	3	3	3	3
						162800 Total			113	113	113	113

Source: https://www.industrydocuments.ucsf.edu/docs/sgvp0000

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SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT FOR SEPTEMBER / OCTOBER DRIVE PERIODS											QUANTITIES			
SR#	ACCT	FULL NAME	ADDRESS	CITY	ST	CHAIN ID	CHAIN NAME	VAR#	VAR NAME	VAR SUPPLIER	SALE KG	SALE LT/100	SALE LT KG	SALE LT/100
133001	194688	PARKWAY EXXON	750 MEMORIAL PKY	PHILLIPSBURG	NJ		0	162800	N.DRESSLER T/A KLEIN	0	5	3	7	4
133204	403215	EASTON AVENUE EXXON	2038 EASTON AVE	BETHLEHEM	PA		0	162800	N.DRESSLER T/A KLEIN	0	24	11	33	14
133205	025660	COVENTRY MART	1453 S HANOVER ST	POTTSTOWN	PA		0	162800	N.DRESSLER T/A KLEIN	0	9	4	12	5
									N.DRESSLER T/A KLEIN Total		38	18	53	22

Source: https://www.industrydocuments.ucsf.edu/docs/sgvp0000

SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT FOR SEPTEMBER / OCTOBER DRIVE PERIODS

RR	ACCT	FULL NAME	ADDRESS	CITY	ST	VAP	VAP SUPPLIER	SAL KG	SAL LT 100	SAL LT KG	SAL LT LT 100
173802	357127	C. R. FRIENDLY MKT.	250 RIDGE RD	YORK SPRINGS	PA	N.DRESSLER T/A KLEI	944363	7	7	7	7
173803	180538	GREEN VALLEY CAMPG	RR 1 BOX 203	NEWPORT	PA	N.DRESSLER T/A KLEI	950006	3	3	3	3
173806	092274	CONVENIENT FOOD MA	700 FRONT ST	FREELAND	PA	N.DRESSLER T/A KLEI	0	6	6	6	6
173806	183754	GOLDY'S	RR #4	DRUMS	PA	N.DRESSLER T/A KLEI	0	3	3	3	3
173806	183992	STEFANICK BROS MOBI	435 E BROAD ST	HAZLETON	PA	N.DRESSLER T/A KLEI	0	4	4	4	4
173806	184050	STEFANICK BROS MOBI	RT 309, SCHOOL ST.	MILNESVILLE	PA	N.DRESSLER T/A KLEI	0	5	5	5	5
173806	312585	MERMON MINI MART	701 E CATAWISSA ST	NESQUEHONING	PA	N.DRESSLER T/A KLEI	0	7	7	7	7
173806	412690	GROCERIES PLUS	1003 N VINE ST	HAZLETON	PA	N.DRESSLER T/A KLEI	0	15	15	15	15
173806	595840	BAJA INC. J&J FOOD	P.O. BOX 440 B	HAZLETON	PA	N.DRESSLER T/A KLEI	0	7	7	7	7
173806	697048	J & E QUICK MART	273 S MAIN RD	MOUNTAIN TOP	PA	N.DRESSLER T/A KLEI	0	2	2	2	2
173806	740251	PAPPY'S MINI MART	ROUTE 209	COALDALE	PA	N.DRESSLER T/A KLEI	0	3	3	3	3
173806	777540	CONVENIENT FOOD MA	51 W JUNIPER ST	HAZLETON	PA	N.DRESSLER T/A KLEI	0	6	6	6	6
173806	805509	C&P MARKET	118 E CHESTNUT ST	HAZLETON	PA	N.DRESSLER T/A KLEI	0	8	8	8	8
173807	592254	BENTZ'S SERVICE STA	MAIN & FURNACE	BIRDSBORO	PA	N.DRESSLER T/A KLEI	948373	8	8	8	8
173807	777391	ARA CONSULTING LTD.	BOX 2313A RT 41	GAP	PA	N.DRESSLER T/A KLEI	944314	6	6	6	6
						TOTAL		90	90	90	90

ROU 1610

Source: https://www.industrydocuments.ucsf.edu/docs/sgvp0000

KLEIN

FEGLEY'S MINI

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SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT FOR SEPTEMBER / OCTOBER DRIVE PERIODS										
RR	ACCT	FULL NAME	ADDRESS	CITY	ST	VAP WH	VAP SUPPLIER	SAL LT	SAL LT 100	SAL LT KG	SAL LT 100 KG
173824	072927	FEGLEY MINI MAR	ROUTE 61	SCHUYLKL HAVN	PA	KLEIN CANDY		6	6	6	6
173820	355604	FEGLEY MINI MAR	146 S KENNEDY	MCADOO	PA	KLEIN CANDY		6	6	6	6
0	702479	FEGLEY'S MINI MA	ROUTE 309	TAMAQUA	PA	KLEIN CANDY		6	6	6	6
173820	776491	FEGLEYS MINI MK	CENTER ST	TAMAQUA	PA	KLEIN CANDY		6	6	6	6
							TOTAL	24	24	24	24

ROU 1610

Source: https://www.industrydocuments.ucsf.edu/docs/sgvp0000

KLEIN CANDY

KREISER FUEL

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SHIP ONE (1) DISPLAY TO EACH RETAIL ACCOUNT FOR SEPTEMBER / OCTOBER DRIVE PERIODS											
RR	ACCT	FULL NAME	ADDRESS	CITY	ST	VAP WHLSR NAME	VAP SUPPLIER	[redacted]	SALE 100	SALE LTR KG	SALE LTR 100
173824	619657	QWIK STOP KREI	FUEL SERVICES	TREMONT	PA	N.DRESSLER T/A KLE	24660	2	2	2	2
173829	720345	KREISERS CITGO	1610 N 7TH ST	LEBANON	PA	N.DRESSLER T/A KLE	54404	2	2	2	2
173829	720346	KREISERS CITGO	RACE HORSE DR	JONESTO	PA	N.DRESSLER T/A KLE	54403	2	2	2	2
							TOTAL	6	6	6	6

ROU 1610

Source: https://www.industrydocuments.ucsf.edu/docs/sgvp0000

VIKISHA

	SALEM TEAR TAPE SEPTEMBER/OCTOBER WAVE												QUANTITIES				
ROU	SR #	RR #	ACCT #	ROUTE	ADDRESS	CITY	ST	ZIP	CHAIN #	CHAIN NAME	VAP #	VAP NAME	VAP SUPPLIER	S CTN	S100 CTN	SL CTN	SL100 CTN	DISPLAYS
1210	133002	133023	686832	JERSEY PRIDE	162J NEWMAN SPRINGS RD	LINCROFT	NJ	7738		0	543805	VIKISHA INC.	0	3	2	4	2	1
1210	133003	133024	401995	7 11 #11455	1265 SAINT GEORGES AVE	COLONIA	NJ	7067	0001 04 02	SOUTHLAND CORP	543805	VIKISHA INC.	0	3	1	4	2	1
1210	133003	133028	772366	7 11 #20848	15 US HIGHWAY 22	GREEN BROOK	NJ	8812	0001 04 02	SOUTHLAND CORP	543805	VIKISHA INC.	0	6	3	9	4	1
1210	133004	133026	228027	FUJI DELI/NEWS	4 N BROAD ST	TRENTON	NJ	8608		0	543805	VIKISHA INC.	6093931115	6	3	8	4	1
1210	133004	133026	730000	GARDEN FOOD STORE	355 APPLEGARTH RD	CRANBURY	NJ	8512		0	543805	VIKISHA INC.	470603	2	1	4	2	1
1210	133006	133024	336462	R&J CORP.T/AKRAUSZER	683 FLORIDA GROVE RD	PERTH AMBOY	NJ	8861		0	543805	VIKISHA INC.	KLEIN	5	3	7	3	1
1210	133006	133024	402080	HILLTOP CARD	1530 OAK TREE RD # C	ISELIN	NJ	8830		0	543805	VIKISHA INC.	0	3	2	5	2	1
1210	133006	133029	450129	LONDON NEWS TA SHOPP	499 ERNSTON RD	PARLIN	NJ	8859		0	543805	VIKISHA INC.	KLEIN	4	2	6	3	1
1210	133006	133024	587748	CARTERET KRAUSZER	129 WASHINGTON AVE	CARTERET	NJ	7008		0	543805	VIKISHA INC.	KLEIN	4	2	6	3	1
1210	133006	133024	590639	AVENEL SUPERMARKET	1008 RAHWAY AVE	AVENEL	NJ	7001		0	543805	VIKISHA INC.	129484KLEI	4	2	6	3	1
1210	133006	133029	662429	KRAUSZERS/MIRSHIL IN	317 BROAD ST	MATAWAN	NJ	7747		0	543805	VIKISHA INC.	KLEIN	2	1	3	2	1
1210	133006	133029	728312	PURVI CONVEN. INC	9 LAURENCE PKY	LAURENCE HARBOR	NJ	8879		0	543805	VIKISHA INC.	5663530	7	4	10	5	1
1210	133007	133024	440535	E Z BUY FOOD STORE	244 PLAINFIELD AVE	EDISON	NJ	8817		0	543805	VIKISHA INC.	9088193515	2	1	3	2	1
1210	133007	133027	564167	KRAUSZERS #465	1825 WOOD & RT 130	NEW BRUNSWICK	NJ	8902		0	543805	VIKISHA INC.	2973140	6	3	8	4	1
1210	133008	133025	462385	KRAUSZER'S #8	312 PARSIPPANY RD	PARSIPPANY	NJ	7054		0	543805	VIKISHA INC.	0	5	3	7	3	1
1210	133402	133423	694603	QUICK PLUS	744 E COMMERCE ST	BRIDGETON	NJ	8302		0	543805	VIKISHA INC.	971333	6	3	8	4	1
1210	133404	133428	494422	7 11 #26879	7800 MAPLE AVE	MERCHANTVILLE	NJ	8109	0001 04 02	SOUTHLAND CORP	543805	VIKISHA INC.	0	5	3	7	3	1
												VIKISHA INC. Total		72	41	103	52	17

Ship Displays to Vikisha

Source: https://www.industrydocuments.ucsf.edu/docs/sgvp0000